

MARKETING

MICHIGAN

CHEERY

SUMMARY

1952 SEASON

FEDERAL-STATE MARKET NEWS SERVICE
Fruit and Vegetable Branch
Benton Harbor, Michigan

U. S. Dept. of Agriculture
Production and Marketing
Administration

Michigan Dept. of Agriculture
Bureau of Marketing and
Enforcement, Coop.

BENTON HARBOR, MICHIGAN

MARKETING MICHIGAN CELERY

1952 SEASON

by
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MARKETING THE MICHIGAN CELERY CROP
1952 Season

The information contained in the various tables of this summary was compiled from data contained in daily Market News reports issued by the Market News Service, Fruit and Vegetable Branch, Production and Marketing Administration, United States Department of Agriculture. Some figures were furnished by the Michigan Cooperative Crop Reporting Service, Lansing, Michigan. Reports on celery were issued from the Benton Harbor, Michigan office during the period July 7 through October 10, 1952.

GENERAL COMMENT

Celery production in Michigan for 1952 season for the early summer crop was placed at 644,000 sixty pound crates. This was about 50,000 crates below the 1951 figure and 225,000 crates under the ten year average. The early fall crop production was 779,000 crates a reduction of 170,000 crates from 1951 and a little more than half of the ten year average. Yield of both early summer and early fall crops was about normal with early summer crop acreage about 75 percent of average and late summer acreage about 55 percent of average.

Planting of Michigan celery was completed at about the usual time. A broken dike in the Muskegon area caused flooding of about 100 acres but this was replanted and no acreage lost. Excessive rain in the Kalamazoo section retarded growth and caused some damage. Weather conditions improved in June and celery in all areas looked very good. Extremely high temperatures in July coupled with too much rain caused some early planted fields to yellow and some blight also showed. The July rains, however, were beneficial to late planted fields. Trimming was necessary to maintain quality throughout the season.

June 18 started the harvest in the Kalamazoo sections with Hudsonville sections starting a little later followed by Grand Haven sections. Carlot loading was begun a bit before mid-July. Late section harvesting began during July with Imlay City sections starting in early August.

General quality of the 1952 crop was good. An Association of growers and shippers, formed about two years ago, did much to hold a rather high standard of size and quality and this promoted a demand with fairly good prices throughout the deal. Early fob prices for 4/5 crates of both Golden and Pascal type celery ranged from 4.00-4.50. This price showed a rather constant decline during the shipping season as volume increased but was never so low as to bring production costs and returns out of balance. Closing fob prices for the 4/5 crates of Golden celery was 2.15-2.35. The 16" wirebound crate, used along with the 4/5 wirebound almost exclusively in Michigan this year, opened at 4.00-4.50 for Pascal celery in mid-July. Late season prices ranged about 2.15-2.50. In late August Golden celery in 16" wirebound crates was quoted fob at 2.40-2.60 and closed out in mid-October at 2.25-2.60.

Shipments of Michigan celery by truck continued to increase over past years. During the 1952 season only 13 cars were reported shipped by rail as compared to 72 in 1951. No accurate and true picture of celery shipments is available but trade estimates indicate approximately 2,800 cars moved by truck.

TABLE I. Production

The following tabulation released by the Crop Reporting Board, BAE, indicates the States as grouped, with acreage, yield per acre, and total production for 1952 and 1951 with ten-year (1941-50) averages for comparison.

SEASONAL GROUP AND STATE	CELEST PRODUCTION (for Market): COMMERCIAL CROP 1/			PRODUCTION		
	ACREAGE 2/	YIELD PER ACRE			PRODUCTION	
	10-Yr.4/	10-Yr.4/	10-Yr.4/	10-Yr.4/	10-Yr.4/	10-Yr.4/
AND Average	Average	Average	Average	Average	Average	Average
STATE : 1941-50: 1951	1952	1941-50	1951	1952	1941-50	1951
	- Acres	-	-	- Crates 5/	- Thousand	- Crates 5/ -
Winter:						
California	2500	3100	3600	654	870	820
Florida	6380	6200	6600	514	660	650
Arizona	7/ 520	320	250	7/ 575	850	730
GROUP TOTAL	9190	9620	10450	551	73*	710
Spring:						
Florida	3960	4200	3800	492	665	780
California	1800	2300	2000	1020	1300	1230
GROUP TOTAL	5760	6500	5800	655	890	935
Early Summer:						
New York	600	650	750	393	475	425
New Jersey	930	600	650	296	385	345
Massachusetts	8/ 370	370	8/	8/ 400	370	8/
Ohio	990	700	650	452	450	420
MICHIGAN	1910	1400	1400	458	505	460
California	7/ 1000	1000	1400	7/ 907	970	870
GROUP TOTAL	8/ 4720	5220	8/	568	539	8/
Late Summer:						
Oregon	400	150	100	563	520	650
Washington	470	450	480	473	500	500
Colorado	9/ 1210	1000	1100	7/ 504	500	500
Utah	10/ 610	440	400	7/ 670	670	500
GROUP TOTAL	2210	2040	2080	530	538	507

SEASONAL GROUP AND STATE	ACREAGE AND PRODUCTION - CONT'D.			YIELD PER ACR	PRODUCTION
	10-Yr. 4/	10-Yr. 4/	10-Yr. 4/		
	Average	Average	Average		
1941-50	1951	1952	1941-50	1951	1952
			- Acres -	- Crates 5/ -	- Thousand Crates 5/ -

Early Fall:

Colorado 9/	280	—	—	325	—	—	91	—	—
Utah 10/	210	—	—	362	—	—	6/	77	—
Pennsylvania	700	350	300	348	360	340	241	126	102
New York	3150	1900	1700	418	500	510	6/	1306	950
Massachusetts	8/	350	370	8/	370	390	8/	150	144
Ohio	710	400	350	400	400	350	284	160	122
MICHIGAN	3490	2000	1900	410	475	410	1422	950	779
GROUP TOTAL	8/	5000	4620	8/	463	435	8/	2316	2011

Late Fall:

California	9830	8700	8700	370	520	590	3552	4524	5133
New Jersey	520	500	450	294	360	390	151	180	176
GROUP TOTAL	10350	9200	9150	366	511	580	3703	4704	5309

ALL STATES 8/ 37080 37320 8/ 638 641 8/ 23642 24041

1/ Total for fresh market and processing.

2/ Acreage for harvest, including any partial harvested or not harvested because of low prices or other economic factors.

4/ For group averages and for all States, average of the annual totals, not the sum of the State or group averages.

5/ Crates of approximately 60 pounds.

6/ Includes some quantities not marketed and excluded in computing value: Winter, Florida 152,000 crates in 1951 and 90,000 in 1952; Spring, Florida 43,000 crates in 1951 and 23,000 in 1952; Late Summer, Washington 13,000 crates in 1951.

7/ Winter: Arizona 6-year average 1945-50; Early Summer: California 3-year average 1948-50;

Late Summer: Colorado 8-year average 1942-50, Utah 6-year average 1945-50.

8/ Ten-year average not available as estimates are not available for all States for all years.

9/ Early Fall prior to 1943; late summer 1943-50.

10/ Early Fall prior to 1945; late summer 1945-50.

TABLE II. Crop Value

The tabulation below compiled and released by the Crop Reporting Board, BAE, is included for those who wish to make further comparisons on prices and values of the Michigan crop as compared to competing States. Figures indicate average price per 60-lb crate (approximate weight of the 16" wirebound) for 1952 with 1951 prices and ten-year averages included for comparisons.

SEASONAL GROUP AND STATE	CELERY, COMMERCIAL CROP - PRICED PER CRATE and VALUE - 1952			PRICE PER CRATE	VALUE
	10-yr. 4/	10-yr. 4/	10-yr. 4/		
	Average	Average	Average		
1941-50	1951	1952	1941-50	1951	1952
			- Dollars -	- Thousand Dollars -	
Winter:					
California	2.78	2.75	1.90	4348	7417
Florida	2.62	2.50	1.95	8147	9850
Arizona	7/ 2.99	3.45	2.95	7/ 881	938
GROUP TOTAL	2.66	2.63	1.95	13023	18205
					14336
Spring:					
Florida	3.09	1.90	2.35	5386	5225
California	2.86	1.85	2.75	5280	5532
GROUP TOTAL	3.00	1.87	2.53	10666	10757
					13676
Early Summer:					
New York	2.91	2.00	4.60	666	618
New Jersey	2.59	2.40	3.10	694	554
Massachusetts	8/	3.30	6.10	8/	488
Ohio	2.94	2.90	4.10	1267	914
MICHIGAN	2.29	2.05	3.45	1952	1249
California	7/ 2.23	2.25	3.60	7/ 1967	2182
GROUP TOTAL	8/ 2.32	2.32	3.81	8/ 6205	10723
Late Summer:					
Oregon	2.29	2.20	3.60	497	172
Washington	1.85	1.90	2.25	378	403
Colorado 9/	7/ 2.72	1.85	2.10	7/ 1582	925
Utah 10/	7/ 2.21	2.40	2.30	7/ 816	708
GROUP TOTAL	2.31	2.04	2.26	2631	2208
					2389
Early Fall:					
Colorado 9/	2.25	—	—	198	—
Utah 10/	1.75	—	—	129	—
Pennsylvania	2.36	3.05	2.55	576	384
New York	2.04	2.05	2.60	2528	1948
Massachusetts	8/	3.10	3.60	8/ 403	518

SEASONAL GROUP	PRICE AND VALUE - CONT'D.			PRICE PER CRATE	VALUE 3/		
	10-yr. 1/	Average	1941-50		10-yr. 4/	Average	1941-50
AND		STATE	1951	1952	1952	1951	1952
				Dollars		Thousand Dollars	
Early Fall-Cont'd:							
Ohio	2.74	2.35	2.55		738	376	311
MICHIGAN	1.75	2.25	2.35		2416	2138	1831

Early Fall-Cont'd:

Ohio 2.74 2.35 2.55 : 738 376 311
MICHIGAN 175 2.25 2.35 : 216 2138 1831
GROUP TOTAL 81 2.27 2.57 : 81 5249 5174

Late Fall:

California	2.46	2.30	2.20	..	8607	10405	11293
New Jersey	2.44	2.31	2.20	..	8915	10846	11680
GROUP TOTAL	2.44	2.31	2.20	..	8915	10846	11680

1. Total for fresh market and processing.

5/ Value is for the marketing season or crop year and should not be confused with calendar year income.

4 For group averages and for all States, average of the annual totals, not the sum of the State or group averages.

7 Winter: Arizona 6-year average 1945-50; Early Summer: California 3-year average 1948-50; Late Summer: Colorado 8-year average 1944-50, Utah 6-year average 1945-50.

8/ Ten-year average not available as estimates are not available for all States for all years.

9/ Early Fall prior to 1943; late summer 1943-50.

10 Early Fall prior to 1945; late summer 1945-50.

TABLE III. Shipments - Rail

The table below shows weekly carlot rail shipments of Michigan celery with shipments of competing States included for comparison. Weekly totals are shown for 1953 with corrected totals for the corresponding period in 1951.

WEEKLY CARLOT SHIPMENTS FROM MICHIGAN AND COMPETING STATES - 1952 SEASON

Week Ending	MICH	Calif [#]	Colo	N. Y.	Utah	Others	1952	Final 1951*
July	5	245	-	-	-	1	248	323
	12	1	298	-	-	-	299	272
	19	26	289	-	-	-	291	228
	26	6	252	-	-	-	258	165
	Aug. 2	1	209	-	-	-	210	203
	9	-	165	-	1	-	171	220
Sept.	16	-	199	6	15	-	196	220
	23	-	110	4	15	-	129	183
	30	-	129	4	16	7	156	170
	6	-	135	4	29	28	196	205
	13	1	196	7	27	57	289	319
Oct.	20	-	140	7	33	53	226	250
	27	-	168	4	41	52	265	268
	Oct. 4	-	192	2	28	36	258	305
	11	-	264	3	25	35	327	327
TOTAL	18	1	308	2	44	21	377	384
	25	-	437	4	23	9	476	296
	1952	13	3972%	56	298	298	4345	

FINAL 1951 - 72 - 13823

Includes All California sections.
 For Central and Northern California sections only.

* For comparable periods in 1951

Through October 25 only.

TABLE IV. Marketing - F. O. B. Prices

The following tabulation shows weekly price ranges of fob prices for Michigan celery during the 1952 season and includes both summer and fall crops. Quotations are for sales on stock of generally good merchantable quality and condition and cover mostly the sizes indicated. However, in some cases prices overlapped and some smaller and larger stock sold at the same prices.

WEEKLY RANGES OF F. O. B. CELERY PRICES AT WESTERN MICHIGAN SHIPPING POINTS - 1953

Week Ending	GOLDEN HEART	PASCAL	SHIPPING POINTS
July 11	2-4 doz 4.00-4.50	3-4 doz 4.00-4.50	2-4 doz 4.00-4.50
18	3.50-4.00	4.00	4.00-4.50
25	2.75-3.50		2.50-4.50
Aug. 1	2.35-3.00		2.00-4.00
8	2.40-3.00		2.00-3.00
15	2.50-3.00		2.00-2.25
22	2.00-2.50		2.00-2.50
29	2.00-2.50	2.40-2.60	2.00-2.60
Sept. 5	2.00-2.50	2.40-2.90	2.15-2.75
12	2.25-2.35	2.60-2.75	2.25-2.75

	F. O. B's - CONT'D.					
Week	2 ^{1/2} doz	GO	HEART	2 ^{1/2} doz	PASCAL	2 ^{1/2} doz
Ending	4/5 wbd crates		16" wbd crates	4/5 wbd crates	16" wbd crates	\$
Sept. 19	\$ 2.15-2.35		\$ 2.50-2.85	:\$	\$ 2.00-2.75	
26			2.50-2.75	:\$	2.40-2.50	
Oct. 3			2.25-2.50	:\$	2.30-2.40	
10			2.25-2.60	:\$	2.15-2.50	

TABLE V. Marketing - Jobbing Prices in Important Terminal Markets

Figures in the following tabulation are compiled from daily market reports issued from the Benton Harbor Market News office and cover sales of Michigan celery in important terminal markets. Price ranges are for jobbing sales in less than carlot volume for stock of generally good merchantable quality and condition.

WEEKLY PRICE RANGE JOBBING SALES MICHIGAN CELERY 1952 IN IMPORTANT MARKETS

	A T L A N T A			D E T R O I T		
Week	GOLDEN HEART	PASCAL		GOLDEN HEART	PASCAL	
Ending	4/5 wbd crates	16" wbd crates	16" wbd crates	4/5 wbd crates	16" wbd crates	\$
July 11	\$ 5.75-6.25	\$		\$ 5.00-5.50	\$ 5.00-5.50	\$ 5.00-5.25
18	4.75-5.50			4.25-4.75	4.50-6.00	
25	4.25-5.00			4.00-4.50		
Aug. 1	3.50-4.25		4.00	3.00-3.50	3.00	
8	3.75-4.00			3.00-3.50	3.00-3.25	
15	3.75-4.00			2.50-3.25		
22	3.50-4.00			2.50-2.75		
29	3.25-3.75	3.50-3.75	4.00	2.50-3.00		
Sept. 5	3.25-3.50	3.75	4.00-4.25	2.75		2.75
12	3.25-3.50		4.50	2.50-2.75		2.90
19	3.00-3.50		3.75	2.75		2.75
26	3.00-3.50	3.50-3.75		2.75		2.75
Oct. 3	3.00-3.25	3.50-3.75		2.75		2.75
10	3.00-3.25	3.50-3.75	3.75	2.50-2.75		3.00

	C H I C A G O			PASCAL		
Week	GOLDEN HEART	HEARTS		GOLDEN HEART	HEARTS	
Ending	4/5 wbd crates	1/2 crates	16" wbd crates	4/5 wbd crates	16" wbd crates	\$
July 11	\$ 3.00-6.50	\$ 3.00-6.50	\$	\$ 3.50-3.25	\$ 3.00-5.00	\$ 5.00
18	2.50-4.00	2.25-5.00		1.25-2.50	2.75-5.00	3.50-5.50
25	2.50-4.00	2.75-4.00	3.00-3.50	1.25-3.00	2.50-4.50	2.50-3.50
Aug. 1	2.50-3.75	2.50-4.00	3.50-4.00	.50-2.50	2.00-5.00	1.50-3.00
8	1.50-3.00	1.50-3.50		.25-2.00		1.25-3.00
15	2.25-2.75	1.50-3.50	2.75-3.00	.25-1.50	1.50-3.25	1.00-2.25
22	1.00-2.50	1.50-3.00	1.75-3.00	.50-1.50	1.50-3.00	.75-2.50
29	1.50-2.00	1.00-2.00	2.00	.50-1.00	1.25-3.00	1.25-2.50
Sept. 5	1.75-3.00	3.00		.75-2.00	2.00	1.75-2.50
12	1.25-3.00			.50-1.50	1.50-2.00	1.50-3.00
19	1.25-2.25		2.00-2.25	.50-1.25	2.50	1.75-3.25
26	1.25-2.00	1.25-2.25	1.50-2.50	.50-1.50	1.25-2.25	2.00-3.00
Oct. 3	1.00-1.50	1.25-2.00	2.25	.50-1.25	1.25-1.50	1.50-2.50
10	1.25-2.00	1.00-2.25	2.00-2.75	.50-1.25	1.25-1.75	2.00-2.75

	C I N C I N N A T I			N E W O R L E A N S		
Week	GOLDEN HEART	PASCAL		GOLDEN HEART	PASCAL	
Ending	4/5 wbd crates	16" wbd crates	4/5 wbd crates	16" wbd crates	4/5 wbd crates	16" wbd crates
July 11	\$ 4.50-6.50	\$	\$ 4.50-6.50		\$ 5.50-6.50	\$ 5.50-6.50
18	4.00-5.00	5.50	4.50-5.00		3.00-6.00	3.00-6.00
25	3.75-4.50		3.50-4.50	4.50-5.50	4.50-5.50	
Aug. 1	3.50-4.25		3.50-3.75	4.00-4.50	4.00-5.00	4.00-5.00
8	2.50-2.75	2.50-3.00	2.50-3.00	1.00-1.00	2.00-4.50	2.00-4.50
15	3.00-3.25			2.50-3.50	2.85-4.25	2.85-4.25
22	3.00			2.50-3.25	3.50-4.25	3.50-4.25
29	2.75-3.00			2.50-3.00	2.00-3.75	2.00-4.00
Sept. 5	2.75-3.50			2.75-3.50	3.30-4.00	3.35-4.50
12	3.50-4.00			3.50	1.25-4.00	4.00
19	3.00-3.75			3.00-3.50	2.50-4.25	4.00-4.25
26	2.75-3.00	3.50		2.00-3.00	3.10-3.25	3.75-4.25
Oct. 3	2.50-3.50	3.50		2.75-3.50	1.75-3.25	3.50-4.25
10	3.00-3.50			2.50-3.00	3.00	3.50-4.00

	S T L O U I S			PASCAL		
Week	GOLDEN HEART	PASCAL		GOLDEN HEART	PASCAL	
Ending	16" wbd crates	4/5 wbd crates	1/2 crates	4/5 wbd crates	16" wbd crates	bunches 1 doz
July 11	\$ 5.00	\$	\$ 5.50	\$	\$ 5.00	
18	4.00-5.00	3.75-5.25		1.75-5.50	5.00-5.50	
25	3.25-4.00			1.50-3.50	1.00-4.50	
Aug. 1	3.00-3.50					1.35-1.40

Week		S T L O U I S - CONF'D.	PASCAL
Ending	: 16" wbd_crates: 4/bwbd_crates: $\frac{1}{5}$ crates : 4/5wbd_crates: 10/wbd_crates: bunches 1 doz		
Aug. 8	\$ 3.00-3.50	\$ 3.00-3.75	\$.20-1.40
15	3.25-3.50	3.75-4.75	1.35-1.40
22	3.00-3.75	1.00-1.75	1.15-1.30
29	4.00 3.00-3.75	2.00-3.75	3.50-1.25 3.50-1.00
Sept. 5			1.35 1.15-1.35
12	3.25-4.00	2.50-3.75	1.25-1.35
19		3.25-3.50	1.25
26	3.00-3.50	3.00-3.50	1.25
Oct. 3		2.50-2.75	3.00-3.50
10		2.50	3.00-3.50
			1.10-1.25

BES